DATA GEMS: How to Create a Business Data Report Transcript

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Hi, I'm Eric Coyle, and today I'd like to share a great feature of the Census Business Builder known as the reporting feature. Which will allow a small business owner or entrepreneur, to very easily build a business summary profile, to allow you to learn more about your potential customers, other businesses like yours, as well as consumer spending in your area.

Let's take a look. So, here we are on Census Business Builder Small Business Edition 2.2. The first step is to select an industry. You can either choose from any of the icons you see listed or you can type in an industry title, a keyword, or NAICS code. Let's go ahead and select food services. This will then give us the option to select sub-sectors within that main industry. Let's go ahead select food trucks.

Once your industry is selected, you can choose to either use the "my location feature", which will give you a listing of geographic areas based on your current location. Or you can go ahead and type in your own geography, like state, county, city, or town, or zip code. Let's go ahead and type in our own geography.

Once you select your geographic area, you can then choose to either, go to a map which will visualize the data that is available in Census Business Builder; or you can go straight to creating a report.

By clicking on create a report, this will open up a new tab in your browser; giving you the full summary of data that is available in the Census Business Builder for your particular industry that you've selected as well as a geographic area.

This will include data from the American Community Survey to cover the topic of my potential customers, which includes demographic characteristics, social-economic characteristics, and housing characteristics. You'll also see data for business summary based on the industry you selected, and this data is coming from the economic census, as well as, county business patterns, and zip code business patterns.

This will include employer businesses and business revenue, and if there's data available, you will also see data for non-employer businesses, as well as U.S. International Trading Goods. Here, we can see that data is not available. However, as we get to the bottom of the summary, we will find consumer spending for that particular area, and at the very bottom, you can learn more about the data that is provided. Another great feature is that you can download the data from the very top of the web browser, configure contents, and display margins of error.

So, I hope you enjoyed that quick tutorial on Census Business Builder. For more data gems, please subscribe to our YouTube channel and for comments use the hashtag census data gems. Thank you.

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